What is claimed is:

1.    A computer-implemented method of rendering digital video content accessible through other client computers running a web browser, said method comprising the steps of:

receiving a file deposited in a folder of a video server by an authorized user;

opening the file and examining the file to determine:

whether the file contains video content; and

if the file contains video content, the encoding format for the video content;

generating an information file containing an indication of the encoding format for the video content;

associating the information file with the video content; and

adding the video content to a listing of available content,

wherein the steps of opening, generating, associating and adding are carried out automatically such that the video content is available for viewing by a user upon completion of said step of adding.

2.    The method of claim 1, comprising the step of:

automatically presenting the information file to the authorized user, wherein said authorized user is allowed to complete fields of the information file to describe the video content.

3.    The method of claim 1, wherein said step of associating comprises:

giving the information file a filename identical to that of the video content, said filename being followed by a different extension.

4.    A video server comprising:

a communications interface for exchange of data between the video server and a client computer over a network;

a file storage system for storing a plurality of files containing video content;

a software program that manages reception of new video content, storage of video content, decoding and playback of video content according to a selected one of a plurality of industry standard formats; and

a user interface displayable on a display of the client computer whereby a user interacts with the software program to add new video content to the file storage system, delete video content from the file storage system, and/or select a particular item of video content for playback to a selected destination,

wherein the software program manages reception of new video content by automatically:

examining a new file to identify which of said plurality of industry standard formats was used to encode the new video content contained in the new file;

attaching an information file to the new file indicating the identified industry standard format; and

placing the new file in a list of available video content selectable by a user through the user interface.

5.    The video server of claim 4, wherein the software program automatically:

presents the information file to the user, whereby the user is able to complete fields in the information file that describe the new video content.

6.    The video server of claim 4, comprising a video pump that decodes and delivers video content selected for playback by a user and wherein the software program automatically:

presents the information file to the video pump,

whereby the video pump uses the identified industry standard format to decode and deliver video content in the file associated with the information file.

7.     The video server of claim 4, wherein said industry standard format is an MPEG format.

8.     An article comprising:

at least one sequence of machine readable instructions;

a medium bearing the executable instructions in computer readable form, wherein execution by a server computer causes the server computer to:

display a user interface on a client computer display, said client computer and said server computer connected by means of a network;

receive a new file from the client computer and automatically:

examine the new file to determine if the new file contains a video program and if the new file contains a video program;

examine the data structure of the new file to determine which of a plurality of formats was used to encode the video program;

associate an indication of the format used to encode the video program with the video program;

store the video program and indication on the server computer so that the video program is accessible by client computers authorized to establish a connection with the server computer; and

add the video program to a list of available content viewable on a client computer display by means of the user interface.

9.    The article of claim 8, wherein said formats include formats promulgated by the moving pictures experts group (MPEG).